

RESPONSE TO OFFICE ACTION
U.S. Serial No. 10/699,396
Filed: October 30, 2003

Amendments to the Claims

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of claims:

1. (Amended) An adjustable cantilevered shelving unit comprising:

a generally planar shelf comprising;

a mounting rail extending from each side of the shelf, the mounting rails comprising a top rail and a bottom rail;

an upper mounting pin extending downwardly from the rear edge of each top rail and a lower mounting pin extending downwardly from the rear edge of each bottom rail, the upper and lower mounting pins being offset, wherein the mounting rail, upper mounting pin, and lower mounting pin are formed from a single rod; and

a support frame comprising a base, two vertical members and a horizontal member, the vertical members each comprising a plurality of evenly spaced apart openings on a front receiving surface of the vertical members;

whereby the shelf is mountable to the display frame by inserting the upper mounting pins in first openings of the receiving surface and the lower mounting pins are selectively positionable either against the front receiving surface of the vertical member causing the shelf to be oriented in a substantially horizontal orientation or inside one-second openings on the front receiving surface of the ~~receiving structure~~ vertical member causing the shelf to be oriented in a forward sloping orientation.

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2. (Amended) The adjustable cantilevered shelf of claim 1, wherein ~~the~~ a relative positioning of the lower mounting pin with respect to the upper mounting pin determines a degree of the forward sloping orientation ~~angle of forward slope~~ of the shelf.
3. (Amended) The adjustable cantilevered shelf of claim 1, wherein the upper mounting pin and lower mounting pin each comprise a single bend in the single rod forming the mounting rail, upper mounting pin and lower mounting pin.
4. (Original) The adjustable cantilevered shelf of claim 1, wherein the front edge of the shelf bends upward at approximately a right angle and provides support for displayed items when the shelf is in the forward sloping orientation.
5. (Original) The adjustable cantilevered shelf of claim 1, wherein the front edge of the shelf comprises a frame for receiving indicia.
6. (Cancelled)
7. (Original) The adjustable cantilevered shelf of claim 1, wherein the top rail is longer than the bottom rail.

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8 - 15. (Withdrawn)

16. (New) The adjustable cantilevered shelf of claim 1, wherein the single rod is a solid cylindrical metal wire.